

CLAIMS

- 1 1. A method of sharing computer user experiences, including:
- 2 registering a user with a registration server to collect and share tracking data
3 corresponding to at least a portion of the user's computer usage experiences;
- 4 accessing one or more of the user's messaging buddy lists to identify one or more
5 buddies with whom the tracking data may be shared;
- 6 defining rights of the buddies to access the tracking data;
- 7 tracking at least a portion of the user's computer usage experiences and reporting
8 the tracking data to a tracking server;
- 9 posting at least a portion of the user's tracking data for the buddies to access
10 according to their defined rights.
- 1 2. The method of claim 1, wherein the registration server and the tracking server
2 are a single server.
- 1 3. The method of claim 1, wherein the registration server and the tracking server
2 are distinct servers.
- 1 4. The method of claim 1, wherein registering the user excludes collection of the
2 user's e-mail address.
- 1 5. The method of claim 1, wherein registering the user excludes collection of the
2 user's actual name.
- 1 6. The method of claim 1, wherein registering the user excludes collection of the
2 user's physical address.
- 1 7. The method of claim 1, wherein registering the user excludes collection of
2 any information that identifies a user in a manner adapted to direct marketing.
- 1 8. The method of claim 1, wherein registering the user further includes
2 establishing an anonymous unique identifier for the user.

1 9. The method of claim 8, wherein reporting the tracking data includes reporting
2 the anonymous unique identifier.

1 10. The method of claim 1, wherein the instant messaging buddy list is
2 maintained by AOL's Instant Messenger software.

1 11. The method of claim 1, wherein the instant messaging buddy list is
2 maintained by MSN Messenger software.

1 12. The method of claim 1, wherein the instant messaging buddy list is
2 maintained by Yahoo! Messenger software.

1 13. The method of claim 1, wherein the instant messaging buddy list is
2 maintained by America Online's ICQ software.

1 14. The method of claim 1, wherein the instant messaging buddy list is
2 maintained by Odigo's instant messenger software.

1 15. The method of claim 1, wherein the instant messaging buddy list is
2 maintained by Jabber's instant messenger software.

1 16. The method of claim 1, wherein the rights of the buddies are defined by
2 content category of the user's computer usage.

1 17. The method of claim 1, wherein the rights of the buddies are defined by
2 appearance of one or more keywords on pages corresponding to URLs viewed.

1 18. The method of claim 1, wherein the rights of the buddies are defined by
2 activity type of the user's computer usage.

1 19. The method of claim 1, wherein the user utilizes a computer and tracking is
2 carried out by a module resident on the computer.

1 20. The method of claim 1, wherein the tracking is carried out by a device placed
2 between a computer utilized by the user and an access point to the Internet.

1 21. The method of claim 1, wherein the computer usage experience tracked is
2 filtered before it is reported to the tracking server.

- 1 22. The method of claim 1, wherein the computer usage reported is filtered after
2 it is reported to the tracking server and before it is posted for the buddies to access.
- 1 23. The method of claim 1, wherein the computer usage includes viewing URLs
2 and downloading files.
- 1 24. The method of claim 1, wherein the computer usage includes song listens by
2 the user.
- 1 25. The method of claim 1, wherein the computer usage includes video viewings
2 by the user.
- 1 26. The method of claim 1, wherein the computer usage includes purchases by
2 the user.
- 1 27. The method of claim 1, wherein the computer usage sending tracking data
2 regarding one of a user's computer usage experiences to one or more buddies.
- 1 28. The method of claim 1, further including categorizing at least a portion of the
2 tracking data by content and sorting the tracking data by content category.
- 1 29. The method of claim 1, further including categorizing at least a portion of the
2 tracking data by content and making the tracking data searchable by content category
3 and date range.
- 1 30. The method of claim 1, wherein posting further includes providing annotation
2 tools for associating notes with individual tracking data entries.
- 1 31. The method of claim 1, wherein posting further includes providing annotation
2 tools for associating ratings with individual tracking data entries.
- 1 32. The method of claim 1, wherein posting further includes indexing text
2 portions of at least a portion of pages reported from tracking the user's Internet usage.
- 1 33. The method of claim 32, wherein text indexing is limited to pages reported
2 from tracking as having been annotated or forwarded by the user.
- 1 34. A method of sharing Internet browsing experiences, including:

2 registering a user with a registration server to track the user's Internet usage;
3 tracking at least a portion of the user's Internet usage and reporting the tracking
4 data to a tracking server;

5 categorizing at least a portion of the tracking data by content;
6 posting at least a portion of the user's tracking data for the user to access,
7 including providing a searching tool and an annotating tool.

1 35. The method of claim 34, wherein the registration server and the tracking
2 server are a single server.

1 36. The method of claim 34, wherein the registration server and the tracking
2 server are distinct servers.

1 37. The method of claim 34, wherein registering the user excludes collection of
2 the user's e-mail address.

1 38. The method of claim 34, wherein registering the user excludes collection of
2 the user's actual name.

1 39. The method of claim 34, wherein registering the user excludes collection of
2 the user's physical address.

1 40. The method of claim 34, wherein registering the user excludes collection of
2 any information that identifies a user in a manner adapted to direct marketing.

1 41. The method of claim 34, wherein registering the user further includes
2 establishing an anonymous unique identifier for the user.

1 42. The method of claim 34, wherein the tracking is carried out by a module
2 resident on a computer utilized by the user.

1 43. The method of claim 34, wherein the tracking is carried out by a device
2 placed between a computer utilized by the user and an access point to the Internet.

1 44. The method of claim 34, wherein the Internet usage tracked is filtered before
2 it is reported to the tracking server.

1 45. The method of claim 34, wherein the Internet usage reported is filtered before
2 it is posted for the user to access.

1 46. The method of claim 34, wherein the Internet usage includes viewing URLs
2 and downloading files.

1 47. The method of claim 34, wherein the Internet usage includes song listens by
2 the user.

1 48. The method of claim 34, wherein the Internet usage includes video viewings
2 by the user.

1 49. The method of claim 34, wherein the Internet usage includes purchases by the
2 user.

1 50. The method of claim 34, wherein the Internet usage sending tracking data
2 regarding one of a user's computer usage experiences to one or more buddies.

1 51. The method of claim 34, wherein annotation tools associate notes with
2 individual tracking data entries.

1 52. The method of claim 34, wherein posting further includes providing
2 annotation tools for associating ratings with individual tracking data entries.

1 53. The method of claim 34, wherein posting further includes indexing text
2 portions of at least a portion of URLs reported from tracking the user's Internet usage.

1 54. A method of sharing Internet browsing experiences, including:
2 tracking at least a portion of a user's Internet usage and reporting the tracking
3 data to a server;
4 categorizing the reported tracking data by content category;
5 presenting to the user a history of the reported tracking data, with tools for
6 searching and forwarding the tracking data;

- 7 sending one or more entries from the history of the reported tracking data to one
8 or more persons identified on one or more of the user's buddy lists and reporting
9 the sending to an additional server.